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INSPIRATION

Filmack's Messenger of Good Cheer

VOLUME 12

APRIL 1948

NUMBER 4



THINGS TO
Exploit
IN APRIL

•
APRIL FOOL'S
MIDNIGHT
SHOW

•
FASHION
SHOWS

•
BABY
WEEK

•
ELECTION
YEAR

•
Introducing
"MR. SHUSH"

•
SPRING
FESTIVAL
OF HITS

*In the Spring a Showman's Fancy
Turns to Thoughts of HIS BOX-OFFICE!*

Those PITIFUL DAYS

... are coming ... those first BALMY ones when you think you couldn't drag Milady in with a team of mules! BUT you can! Try one of those ...

Spring FASHIONS SHOWS

Yes, those inevitable days are on the way, Lads. Prepare for them NOW by tying in with your MERCHANTS and WOMEN'S organizations ... and make your screen do the work!



Announcing ... a SPRING FASHION SHOW ... On Our Stage for (number) days starting (date).
SEE ... All the latest SPRING FASHIONS in the "Newer Look" Modeled by the loveliest girls in town!
It will be a style thrill for the ladies ... and an eye-filling treat for the men!
This glamorous show will be staged and sponsored by ...
(Name of Merchant)

And ladies ... LOOK

A new Spring outfit will be awarded FREE to some lucky number holder in the audience on (Time and Date)
Don't miss our grand and glamorous
SPRING FASHION SHOW by (Sponsor) On Our Stage (date)
All in addition to our regular SCREEN TREAT!

(4-1 13c a word)

The (Name of Woman's Club) presents On Our Stage
(Date)

their first annual

SPRING FASHION SHOW

Featuring the latest new season styles in
- DRESSES - EVENING GOWNS - HATS - BEACH WEAR

Modeled by the loveliest girls in town! (Men please note!) One full hour of what is ahead in feminine roiment.

And ... just to make it more enticing ... some lucky number holder will win a complete Spring Outfit absolutely FREE.

Tickets now on sale at our box-office!
DON'T MISS THIS BIG SPRING FASHION SHOW

(4-2 13c a word (Date)



GET'EM LOOKING LIKE THIS DURING NATIONAL... LAUGH WEEK (APRIL 1-8)

... And do yourself some good at the same time. With things the way they are, everyone can use a good laugh today.

Select a smash comedy feature for that week and surround it with a comedy short and possibly a cartoon. National Laugh Week gets wide publicity ... Sell your show that way and cash in!

ALL LAUGH SHOW

Need a good, hearty laugh, Folks?
Sure you do!

NATIONAL LAUGH WEEK starts April 1 ... and we're going to give you a week of something to laugh about!

The howlingly funniest feature you ever saw and selected short subjects to match!

It'll be a laffest from start to finish for all the family. Be on hand to chase old man gloom at our BIG COMEDY CARNIVAL (Date). Here are a few scenes from it! (4-3 \$8.50)

OR

This theatre is going to be the happiest spot in town next (date).

We are showing a special ALL CARTOON AND COMEDY show ... and what a show!

2 full hours of laughs!

Or
SEND US
YOUR OWN
COPY

You'll see all your favorite cartoon characters ... together with special Comedy Short Subjects.

By all means ... DON'T FORGET
(Date & Time) (4-4 \$6.00)

INSPIRATION

Published by Filmack Trailer Co. as Special Service to Customers

WE HAVE A SPECIAL STAFF TO
TAKE YOUR PHONE ORDERS



JUST CALL HARRISON 3395
AND ASK FOR COPY TAKER

VOLUME 12

APRIL

NUMBER 4

It's Just as True Today.

In a 1944 INSPIRATION we ran an editorial that was headed . . . "Let's Get Back to Showmanship." It started off like this, "From now on it's going to take showmanship to fill your theatre . . . not WAR!"

Now they say there is nothing deader than yesterday's newspaper . . . maybe so, but we wonder how dead that editorial matter is.

Remember those lush days when they were straining at your ropes? It didn't matter so much what your attraction was . . . how the house was run . . . what kind of service was given. They just wanted entertainment in any form and they went after it!

The editorial continued . . . "But from here on in, they're going to be more choosy . . . they're going to shop for their entertainment like anything else."

Have you noticed that they're doing that lately? Were you one of these managers who saw the handwriting on the wall? Maybe you have no complaints. Well, then, this is for those whose business can stand a little hypo right now.

This April edition of INSPIRATION should be in your hands in time to remind you to refer to our MARCH issue for a dozen or more LIVE SHOWMANSHIP STUNTS FOR EASTER . . . Some new slants on ST. PATRICK'S DAY ideas . . . eight good reasons for SPECIAL EASTER WEEK CARTOON SHOWS . . . How to advance sell your LINE-UP OF SPRING HITS and many others, all of which should be on the March calendar of the smart showman who isn't sitting back hoping for miracles to happen, but planning to do something about the situation now!

This edition of INSPIRATION comes through with some pretty good selling ideas too, we think. Let's take a quick run-down . . . FASHION SHOWS to offset those first "nice" days when the ladies would rather take a walk! Then there's

LAUGH WEEK and those ALL LAUGH SHOWS! APRIL FOOL'S DAY MID-NIGHT SHOWS! A brand new SURE-FIRE STUNT (See Mr. Shush)! MANAGER FOR A DAY CONTEST! PERSONAL ENDORSEMENT TRAILERS! That smart selling combination, HEADERS AND TRAILERETTES! BEAUTIFUL BABY CONTEST for National Baby Week! . . . and what better year than this one to cash in on the POLITICAL CAMPAIGNS?

Look over each page carefully . . . and no matter what size theatre you're running, we think you'll find some good workable selling ideas that will help you!

IT'S HIGH TIME WE GOT BACK TO SHOWMANSHIP! You are competing with meat & potatoes today, that's REAL COMPETITION! However, they've still got to have some relaxation, and that's where you come in. Don't let them forget that entertainment has a big part in their happiness diet . . . SELL, SELL and then SELL SOME MORE! You have to eat too, and it's the fellow who keeps that little roll of pasteboard in his B.O. moving, that winds up with butter on his bread and maybe a little jelly!

Of course, your screen is your best selling medium. Use it in every exploitation stunt you work . . . and REMEMBER . . .

The entire staff of FILMACK is at your disposal to help create new ideas that will keep your seats well filled

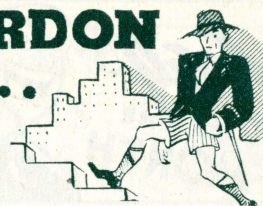
Call on us anytime. And remember, too, we're equipped to handle anything in the way of special trailers and that THERE'S A FILMACK OFFICE NEARER TO YOU NOW . . . CHICAGO, LOS ANGELES and NEW YORK where

Irving Mack

never will forget that
you're entitled to quick
service.

**PARDON
US..**

But



**HAVEN'T YOU
FORGOTTEN
SOMETHING?**

We know you're not like this fellow . . . At least we're sure you don't go to the theatre without your pants . . . but worse things have happened, you know . . . like forgetting to order those teaser trailers.

Or was it that window tieup for that Spring Fashion show you have coming up to attract the ladies when those bamly days roll around . . .

It could have been that new set of headers and trailerettes advancing your Spring Parade of Hits . . .

No, well could it have been special newspaper ad on your ALL COMEDY SHOW for National Laugh Week that's coming soon?

Maybe it was your trailers announcing your APRIL FOOL'S MID-NIGHT SHOW . . .

Could it be that SEAT CUTTING or SILENCE trailer you'd planned to order today, and it just slipped your mind?

Oh, we remember, your POP CORN and CANDY sales haven't been so good, and you want to give them a slight shot-in-the-arm on your screen . . .

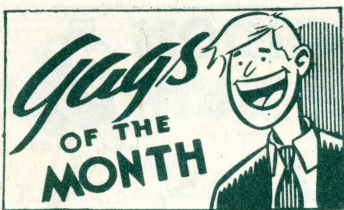
No . . . AH, we've got it . . . You forgot to contact your various candidates to sell them screen ads on their coming ELECTION campaigns!

Oh, well . . . you'll remember it sooner or later. Just keep plugging away at it, it's bound to come to you.

We hope, if it is in the form of a SPECIAL TRAILER, you'll remember to send it to FILMACK at either Chicago, Los Angeles or New York. Which ever is handiest for you!

We'll be watching for it.

Filmack



She: My husband has flat feet. Can I get a divorce on that?

Lawyer: Not unless his feet visit the wrong flat.



Sunday School Teacher: What sort of lights did Noah have in his cabin?

Student: Could they have been arc lights?



The guest was horrified to find his room equipped with an old-fashioned roller towel.

"Look here, don't you know that roller towels have been prohibited in this state for three years?" he asked the owner.

"Sure, but that there towel was up before the law was passed."



Drunk: Lookit that sign.

Drunker: Whazzit shay?

Drunk: Say, "Ladies' ready-to-wear clothes."

Drunker: Well, ish about time!



A Salvation Army lassie approached a Scotsman and said, "Won't you give me sixpence for the Lord?"

"How old are ye, lassie?" he asked.

"I'm twenty-three," she replied.

"Well, I'm nearly seventy-three and it's verra likely I'll see the Lord afore ye, so I'll give it tae Him myself."



Wife (whispering): Wake up, John. There's a burglar going through your pockets.

Husband (muttering sleepily): Leave me out of it. You two fight it out yourselves.



Announcing . . . Our Big
LAUGH SHOW ON
March 31 at

OOPS . . . Sorry folks, but everybody around here is going a little whacky getting ready for

Our BIG APRIL FOOL'S
LAFF SHOW on
March 31 at MIDNITE!

What a time we're planning for you. Real April Fool gags all over the place . . . anything can happen . . . AND IT PROBABLY WILL!

That guy upstairs may run the picture upside down . . .

Ushers may insist YOU find them a seat . . .

Our cashier may even refuse your money and buy you a ticket herself . . .

We may not even tell you the name of the

APRIL FOOL FEATURE
we'll run . . . BUT

We will tell you that you'll have the time of your life

Wednesday

at
MIDNIGHT (TIME)

at this theatre!

Get up a party of stay-up-lates and have a laff-fest with us. Maybe we'll serve tea, who knows?

Make it a date . . . next
WEDNESDAY at

OUR APRIL FOOL'S

(4-5 MIDNIGHT SCREWBALL
SHOW! 13c a word)

Everything's a gamble these days, Want to take a chance on us? Maybe you'll hit the jackpot!
We're going in for an . . .

APRIL FOOL'S MIDNIGHT SHOW
on Wednesday, March 31.

One of those things where anything can happen and probably will!

We're not going to tell you anything you can expect . . . not even the name of the feature picture . . . BUT we will say it will be a grand night of fun and frolic for the stay-up-lates.

Make up a party and join the fun
(4-6 WEDNESDAY (Mar. 31) at our
13c a word APRIL FOOL'S MIDNIGHT SHOW
(Time)

NO STRINGS ON THIS ONE!
IF YOU GIVE THEM AN . . .

APRIL FOOL'S MIDNIGHT \$HOW

Fix up a whacky laff show for the night owls!
Work your house staff into the gags and if you advertise it well in advance, you should cash in on this old tried and proved business-getter. These trailers will do the trick!

COME ON, FOLKS . . . GET SET FOR
THE LAFF PARTY OF A LIFETIME!

Join the screwball fun at our
APRIL FOOL MIDNIGHT SHOW
March 31 at (Time)

It'll be the whackiest evening you've ever spent!
You'll see all of the old April Fool gags . . . and
a LOT OF NEW ONES!

The theatre staff has gone plumb nuts, and
brewed up a batch of tricks that will keep you
in stitches!

The FEATURE? That's a surprise too, but we
guarantee you'll love it! . . .

Even if the operator runs it backwards!!

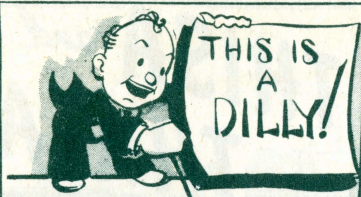
So be here for our big
APRIL FOOL MIDNIGHT SHOW
Wednesday (Time)

(4-7 13c a word)

P.S.

Don't feel like this
guy on April 1st
because you missed
the gravy boat.
People age fast doing
things like that!





Every so often you run across something and say to yourself . . . "I wish I had thought of that!"

We said it recently when we got a piece of copy from Boyd Scott of the Chief at Gallup, N. M.

We asked his permission to pass it on to you . . . and here it is . . . we think it's terrific!

S-h-h-h-h-h

WHO IS (Your Town's) MR. SHUSH?

He could be your neighbor or someone you work with . . . Or any one of your friends . . . BUT can you recognize his VOICE?

Here's a new Mystery-Fun Game WHO IS MR. SHUSH?

The mystery voice of MR. SHUSH a citizen of (this city) will be heard from the loud speaker on the stage of this Theatre for the first time on (day and date) at (Time).

Some patron in the theatre, it may be you, will have an opportunity to identify MR. SHUSH.

(\$) will be awarded if MR. SHUSH is identified on the first (- - - day).

The mystery voice of MR. SHUSH will be heard in the Chief each Wednesday night until he is identified . . . AND . . . (\$) will be added each week until you answer correctly . . .

WHO IS MR. SHUSH?
(4-8

In a letter, Mr. Scott says the idea is the brainchild of Jim Snelson of the Pueblo Theatre, Ruidoso, N. M. He also said . . . "Thanks for the excellent workmanship you turned out on this trailer."

We'll do the same for you at 13c a word .



She: "Do you believe in love at first sight?"

He: "I believe in love at the first opportunity."

—○—

Before marriage a man yearns for a woman. Afterward the "Y" is silent.

—○—

How often beneath a woman's simple smile there lurks a side-splitting laugh!

She was only a photographer's daughter but she was well developed.

—○—

Secretary: "There's a woman peddler outside."

Boss: "Tell him to step in and bring his samples with him."

—○—

Joe: What kind of oil do you use in your car?

Jack: I usually begin by telling them I'm lonely.

IT SHOULDN'T HAPPEN TO A DOG!

But ...

it did to a Tulsa theatre manager recently.

The whole story from the M.P. Herald appears below!

Revenge

EVER SINCE the industry stopped producing those handy slides which asked women in the audience to kindly remove their hats, the men in the theatre audiences have been having trouble. Seems that the women just aren't going to take off their hats without those slides to remind them. A man down in Tulsa the other day got good and mad at the hatted woman sitting in front of him. He had tapped her politely on the shoulder and pleasantly requested her to remove the thing. She wouldn't. And then, she told police and the police told the newspapers, the man grabbed the hat from her head, threw it in the aisle, got out of his seat and stomped all over it and stalked from the theatres.



IT WOULDN'T HAPPEN WITH ONE OF THESE

Attention please!

LADIES wearing cellophane HATS may keep them on during the show

PLEASE remove all others in consideration of those behind you!

Thank you.

(4-9 \$2.00)

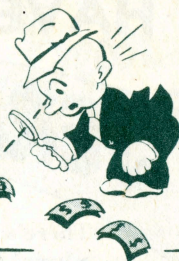
Ladies

We have had COMPLAINTS FROM HUSBANDS whose wives want to buy hats . . . As Stunning as the models, you are now wearing!

Will you kindly REMOVE YOUR HATS and end the wave of envy sweeping over the theatre? And . . . INCIDENTALLY enable those sitting back of you to see the screen!

(4-10 \$4.00)

DON'T PASS THIS UP!



If we print jokes, people say we're a little silly (some people, that is) and if we don't, they think we're too serious!

If we don't use contributions, we don't appreciate true genius . . . if we do print them, the magazine is filled with junk!

If we make a change in the contributor's writings, we are too critical . . . if we don't, we're asleep!

If we clip things from other periodicals (perish forbid), we're too lazy to write them ourselves . . . if we don't, we're too fond of our own stuff.

Now it is quite possible that someone will say we swiped this . . .

Well, we did!

All of which goes to show that at some time or another we must fall back on the ingenuity of others in order to get our own thoughts across. You fellows have some dog-gone good ideas that you could pass along to other showmen now and then, and we'd be glad to be the "clearing house." After all, SHOWMANSHIP is really the successful repetition of exploitation ideas of the Showmen themselves.

As an example, on this page you will find an ad of ours called "This is a Dilly." Here is a fresh idea that can be used by every enterprising showman. The authors gave us permission to pass it on to you. Look it over, we think you'll want to cash in on this ticket-selling stunt.

FILMACK OPENS IN NEW YORK

Here we are at 245 W. 55TH ST. Ready to serve you with finest special announcement trailers.

NEW YORK
PHONE
PLAZA
7-3809

If you haven't tried Filmack's quality and rapid service, send us your next order and be agreeably surprised.

NEW YORK
245 WEST
55 STREET

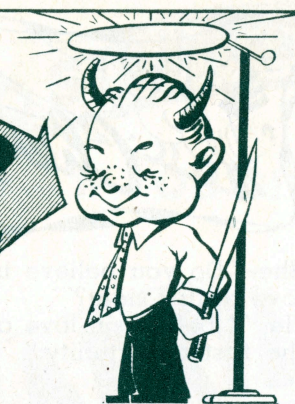
FILMACK
1327 S. Wabash, Chicago

Los Angeles
1574 W. Wash-
ington St.

HAVE YOU A LITTLE JERK the RIPPER IN YOUR TOWN?

There's one most everywhere! He has such MAD, MAD Fun STICKING PEN KNIVES INTO THEATRE SEATS. If you caught him red-handed . . . some people might say . . . "It's a mere boyish prank . . . he's really such a good boy!"

In the meantime, who pays your reupholstery bills? Now if JERK knew you had your eye on him . . . he'd be a little smarter. TRY ONE OF THESE FILMACK WARNING TRAILERS AND START SLEEPING BETTER!



Angel with Horns!

Anyone caught willfully destroying anything that is the property of this theatre will be treated accordingly. Anyone found damaging a seat, or otherwise engaged in an act of vandalism, will be punished according to law. Please respect the property of this theatre. (4-11) atre. THANK YOU. \$4.00

FREE!

A six-month pass to this theatre! The management makes this offer to any person who witnesses and reports the person who has been cutting and damaging the seats in this theatre. (4-12 \$2.80)

\$25 REWARD
WILL BE PAID TO ANYONE WHO REPORTS AND CAUSES THE APPREHENSION OF PERSONS CUTTING OR DAMAGING SEATS IN THIS THEATRE. The Management (4-13 \$2.00)

We are SAD!
Those Beautiful New Seats that we so eagerly looked forward to during the war are being SLASHED AND ABUSED. Somehow we just can't understand what Pleasure that Destruction would give anyone. They were installed for your comfort at great expense . . . won't you help us find the guilty parties?
\$25 REWARD for any information leading to the ARREST and CONVICTION of these persons! (4-14 \$7.25)

THISA and THATA

The Son: "Say, Pop, how soon will I be old enough to do just as I please?"

The Dad: "I don't know, Son; nobody has ever lived that long yet."

JUDGE: Have you anything to offer the court before sentence is passed on you for being drunk on Christmas?

PRISONER: No, your honor, my lawyer took my last dollar to buy his Christmas liquor.

"It's pretty cold, son. You'd better wear your gloves when you go over to see that girl."

"Not me, mother, I feel better without them."

REAMS OF FREE PUBLICITY IN A

Manager for a Day Contest

Cash In On National Boys' & Girls' Week



The kids come into their own that week! They become Mayors, bank presidents, college deans and what-have-you for 24 hours all over the country.

Here's a chance to cash in on some terrific publicity in newspapers, radio, word-of-mouth and screen!

Why not let them take over your theatre for a day? Find the boy (or girl) who could best fill your job as manager.

Let him appoint his own staff from advertising man to porter . . . use their own ads in your paper . . . write your marquee copy . . . the whole works . . . (Under YOUR supervision, of course).

This is good institutional publicity, but, best of all, we think it will sell tickets.

Make your big announcement on your screen!

MANAGER

Boys and Girls . . .
To celebrate National BOY'S & GIRL'S WEEK (April 24 to May 1)
We are going to select some boy or girl to be the MANAGER OF THIS THEATRE for a day.

Pay attention, now . . .
He or she will have complete charge of the theatre on (Day).

The one selected will appoint his own staff . . . write his own newspaper ads . . . may be give out some "FREE PASSES" . . . In other words he'll be the BOSS!

We're really anxious to see how you would run a theatre . . . Here's your chance to do it!

Read tomorrow's (Newspaper) for complete details.

(4-15 13c a word)

Lawyer: You say you were about thirty-five feet away from the scene. Just how far can you see clearly?

Farmer: Well, when I wake up I see the sun and they tell me that is about 93 million miles away.

The editor was busy at his desk doing nothing, when the phone rang. On the other end was an irate subscriber. "I noticed in your paper," the reader shouted, "that you printed I was dead!"

"Zatso?" was the indifferent retort. "Where are you speaking from now?"

Two old maids were making plans for the Christmas season:

Younger Old Maid: Mary, do you think that one long, wide stocking would hold all you want for Christmas?

Mary: No, but a pair of men's socks would.



YOU CAN HEAR A PIN DROP IN MY THEATRE NOW...

This Is A Portrait Of One Of Those Many Happy Guys Who Started Using FILMACK SILENCE TRAILERS

TALK IS CHEAP... BUT nobody wants any while trying to enjoy our show!

We apologize to our considerate patrons and ask that they report any unnecessary noises so that proper action may be taken. (4-16 \$2.60)

Loud talking during the show MUST STOP

Any person (child or adult) guilty of making unnecessary noises will, without further warning, be evicted from this theatre and refused further admittance. (4-17 \$2.50)

Our patrons must not be annoyed by unnecessary noises.

If you want to talk, kindly step out into the lobby and stay there until you have finished your conversation. 98% quiet and 2% noise is NOT good enough...

Thanks for your cooperation. (4-18 \$3.50)

We all love children and the Manager of this theatre is their Pal... But we won't keep on being Pals unless you kids help preserve QUIET.

Please make SILENCE a hard and fast rule of this theatre. (4-19 \$2.90)

1327 S. Wabash Ave.
Chicago (5) Illinois

Filmack

1574 W. Washington
Los Angeles (7) Calif.

These Bear REPEATING

Some girls are like flowers—they grow wild in the woods.

He: We sure had a good time last night for only fifteen cents.

Girl: Yes, and I wonder how my little brother spent it.

Slim: Who gave the bride away?

Tim: I could have but I kept my mouth shut.

Rejected Suitor: Well, in any case, I'll always be a brother to you.

She: If I had any use for a brother, I could reach under the sofa and get one now.

Spectator (to friend): Which of those two men is the bridegroom?

Friend: The anxious-looking one—the cheerful one is the bride's father.

Engagement: A period in which a girl is placed in solitaire confinement.

Why hurry?
The hare dies in seven years.
The tortoise lives to be a hundred.
So what? Betcha the hare has thirty times as much fun as the tortoise!

A lovely girl with red hair entered the bus and sat down beside a youth.

Youth (edging away): I must not get too close or I shall catch fire.

Girl: Don't be alarmed; green wood never catches fire.



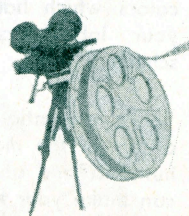
ANNOUNCING

THE OPENING OF FILMACK'S NEW YORK BRANCH!

NEW
YORK
PHONE
PLAZA
7-3809

EQUIPPED with the latest trailer making materials and STAFFED by a crew of expert craftsmen, our newly opened studio in NEW YORK CITY at 245 WEST 55th STREET is in full swing and ready to serve EASTERN EXHIBITORS.

Send us your next trailer and let us prove we deliver the BEST in the SHORTEST POSSIBLE TIME!



NEW YORK
245 WEST
55 STREET

FILMACK

1327 S. Wabash Ave Chicago (5) Illinois

Los Angeles
1574 W.
Washington

DON'T GO OUT ON A LIMB TOO OFTEN *But* . . . SOMETIMES IT PAYS OFF IN SPADES!



From the looks of some of the product on the way . . . YOU'LL WANT TO GIVE YOUR OWN PERSONAL ENDORSEMENT to at least one of them! If not overdone . . . these trailers spell EXTRA MONEY!

PERSONALLY endorsing a Motion Picture Is Like Signing a Check . . . You must be sure it's GOOD! You are about to see a preview of a truly GREAT picture which we heartily endorse . . . and, like the check . . . know it is GOOD!

(trailer here)
It's our next Great Attraction Starting (Date)
(4-20 \$4.00)

ONCE IN A GREAT WHILE a motion picture is produced that is so outstanding in its entirety . . . We cannot resist the urge to add our voice to the roar of the critics. Such a picture is (name) It is truly one of the finest productions ever to reach the screen . . . A masterpiece in entertainment . . . A picture the entire family will enjoy! We unreservedly endorse this wonderful picture . . . and urge you to see it.

The Management
(4-21 \$7.00)

Because tastes widely differ . . . we rarely go "out on a limb" in personally guaranteeing a coming film . . . BUT . . . this is one of those rarities! We have seen a preview of one of the finest pieces of entertainment ever to come out of Hollywood . . . We do not hesitate to predict that (Name of picture) will be one of the YEARS TEN BEST! We urge you to see it! Here are a few scenes from it . . .

(4-22 \$6.50)



She: I've been asked to get married lots of times.

He: Who asked you?

She: Mother and Father.

"My grandfather lived to be nearly ninety and never used glasses."

"Well, lots of people prefer to drink from a bottle."

I didn't know she was a golfer when she asked me to play around.

"Would you like to see a model home?"

"Glad to. What time does she quit work?"

Mother: "Sonny, don't use such bad words."

Son: "Shakespeare used them."

Mother: "Well, don't play with him."

She: "Does your husband still find you entertaining?"

Her: "Not if I can help it."

"Was she the kind of a girl you'd give your name to?"

"Yes, but not your right name."

Only the brave deserve the fair, but only the rich can support them.

A man's biggest mistake is to suppose grass widows are green.

It's heck to be old when the night is young.

Everything Comes in for A... SPRING CLEANING SOON!

Just to remind you of the several MUSTS coming along in the way of Spring Cleaning soon, here are a few thoughts to paste in your hat.

WOODWORK should be gone over thoroughly. There are numerous cleansing preparations for this purpose, which are applied most effectively with a sponge.

CARPETS have had quite a beating the past winter with mud and grit. A little extra attention is needed in this department. A good shampooing job is not too difficult and will add years to the life of your floor covering.

FLOORS should be carefully mopped and gum removed. Perhaps your SEAT STANDARDS are due for a seasonal washing . . . and don't forget the METAL WORK . . . kick plates and other hardware which needs a good polishing come Spring!

DRAPERIES and all hangings, including those on stage, should be taken down and dusted or vacuumed and the walls should be brushed. LIGHTING FIXTURES very likely could also stand a little going over with water and a little ammonia.

TOILETS require a double treatment with special attention to the out-of-the-way spots which may have been skipped over in the regular winter daily cleaning.

DISPLAY frames should be washed well, or they may need repainting in summer cool colors which harmonize with your lobby's general color scheme.

We've mentioned here only a few of the more important hundred and one things that can make your theatre reflect the Spring spirit of cheerful freshness. They're passed on to you just as a reminder.



And by the way, while we're in a reminding mood . . . how about cleaning up your screen? Toss out all of those old, worn out DATE STRIPS, LEADERS AND PRESENTATION TRAILERS, AND ORDER A SNAPPY NEW SUPPLY FROM FILMACK. Elsewhere in INSPIRATION this month is a fairly complete list of date strips. Check them over!



Do YOU Have
As Many
DATEs
As You Should?

and

Are the old ones
ready to fall apart?

GET THAT "NEW LOOK"
ON YOUR SCREEN

with

FILMACK

DATE

STRIPS

- | | |
|--|--|
| (1) MONDAY | (37) STARTING SUNDAY |
| (2) MON., TUES., WED. | (38) REMEMBER IT STARTS TOMORROW |
| (3) MON. MAT. & NIGHT | (39) REMEMBER . . BOTH THESE FEATURES START SUNDAY |
| (4) TUESDAY | (40) ENTIRE WEEK STARTING FRI. |
| (5) TUES., WED., THURS. | (41) ALSO |
| (6) WEDNESDAY., THURS. | (42) AND |
| (7) WED., THURS., FRI. | (43) COMING |
| (8) THURSDAY | (44) COMING SOON, WATCH FOR DATES |
| (9) THURSDAY, FRIDAY | (45) THIS THEATRE IS HOME-OWNED AND OPERATED |
| (10) THURS., FRI., SAT. | (46) NEXT WEEK |
| (11) TWO DAYS ONLY, THURS. & FRIDAY | (47) FIRST SHOWING AT POPULAR PRICES |
| (12) FRIDAY | (48) TOMORROW |
| (13) FRIDAY, SATURDAY | (49) MATINEE |
| (14) FRI., SAT., SUN. | (50) MATINEE AND NIGHT |
| (15) FRI., SAT., SUN., MON. | (51) MIDNIGHT SHOW 11:30 |
| (16) FRI., SAT., SUN., MON., TUESDAY | (52) TONIGHT |
| (17) SATURDAY | (53) ON THE SAME PRGM. |
| (18) SATURDAY SUNDAY | (54) ON THE SCREEN |
| (19) SAT., SUN., MON., TUES. | (55) ON THE STAGE |
| (20) SAT. ONE DAY ONLY | (56) SPECIAL ADDED ATTRACTION |
| (21) SAT. PREVUE, SUN. MAT. & MON. NIGHT | (57) HELD OVER BY POPULAR DEMAND |
| (22) MIDNITE SHOW SAT. | (58) ONE DAY ONLY |
| (23) SAT. MID., SUN., MON. | (59) AND ON THE SCREEN |
| (24) SAT MAT. & EVENING | (60) PREVUE OF COMING ATTRACTIONS |
| (25) SAT. MDNIGHT & SUN. | (61) ALSO SELECTED SHORTS |
| (26) SAT. LATE SHOW | (62) ALSO COMPANION HIT |
| (27) SAT. MIDNIGHT, SUN., MON., TUES. | (63) FEATURE #1 |
| (28) SAT. SUN. & MAT. SUN. | (64) FEATURE #2 |
| (29) SUNDAY | (65) COMING ATTRACTIONS |
| (30) SUNDAY, MONDAY | (66) DOUBLE FEA. PROGRAM |
| (31) SUN., MON., TUES. | (67) STARTING |
| (32) SUNDAY ONLY | (68) WATCH FOR DATE |
| (33) SUN. MAT. & NIGHT | |
| (34) SUN., MON., TUES., WED., THURSDAY | |
| (35) SUNDAY ONE DAY ONLY | |
| (36) REMEMBER IT STARTS SUNDAY | |

\$1.00
each

MACK - AROONS



By IRVING MACK

"When a head lacks brains, it seems nature fills it with conceit."



"Gossip, something that goes in one ear, and over the back fence."



The technical name for snoring is sheet music.



"One must never forget that the weak are always attacked and insulted, while the strong are feared and respected."



The first knock may be opportunity, but the second may be the house detective.



A girl can go far if she is straight, but she can go much further if she is curved.



Men who drive the car one-handed are headed for church. Some will walk down the aisle and others will be carried.



A dollar won't do as much as it once did. But maybe that's because we don't do as much for a dollar as we once did.



"It's the little things in life that tell," said the sweet young thing as she yanked her kid brother from beneath the sofa.

YOU DON'T HAVE TO TAKE OUR WORDS FOR IT . . .

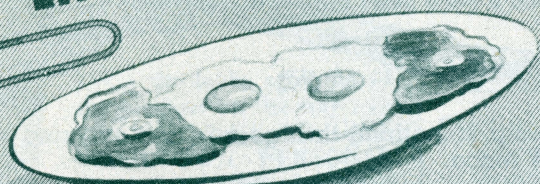


The other day a fellow told us he'd use lots more of our trailers if some were worded to better suit his operation . . .

The copy suggestions you read in INSPIRATION are merely that . . . SUGGESTIONS . . . Adapt them to your needs . . . Rewrite them any way you like . . . or tell us what you want and we'll put our copywriters to work for you at no extra cost!

They're Made for Each Other!

LIKE HAM & EGGS...



LIKE...

APRIL and SHOWERS-

Yes . . . they were purposely made for each other . . . made to give you that BIG buildup on your coming PARADE OF SPRING HITS well in advance! HUNDREDS OF SHOW MEN CAN'T BE WRONG and they use FILMACK . . .

HEADERS & TRAILERETTES

APRIL BRINGS SHOWERS . . . BUT it won't be raining rain, you know . . . It'll be raining violets of GRAND SPRING ENTERTAINMENT for you!

Hollywood's biggest studios send you Hollywood's biggest stars and stories to usher in our BIG PARADE OF SPRING HITS!

Here are a few to make a date with soon!
(4-23 \$4.00)

Here's a real SPRING TONIC for you! An April shower of screen entertainment at this theatre . . . surpassing anything you have seen before!

See your favorite stars in the finest stories ever filmed in Hollywood! We're not April foolin' you . . . see for yourself.
(4-24 \$3.50)
(Trailerettes here)

Movies are your best source of entertainment . . . So plan to come to this theatre often!

We've arranged to bring you the season's finest shows—pictures that will "pick you up" and that you'll enjoy from start to finish.

Here are some of the Hollywood hits coming to this theatre.
(4-25 \$4.00)
(Trailerettes)

Those too-nice-to-be-inside days are coming. Build up the big pictures you have coming . . . and be sure that THEY'LL be coming, too! Use this POWERFUL LITTLE COMBINATION WITH THE BIG TIME PUNCH!



Every FILMACK Trailerette is complete with TITLE and CAST . . . Has eye-catching stills, a smart catchline and appropriate music!

There's a packed-in PUNCH in every one . . . and they don't interfere with your regular trailer service!

TIDBITS

Never marry on Sunday—it's not right to gamble on the Sabbath.



"Was Jane in a red frock at the dance?"

"Some of her, darling, some of her!"



"Do you work here?"

"No, ma'am, I'm the boss."



The course of true love never runs up a big light bill.



To err is human, but when the eraser wears out before the pencil you're overdoing it.



If you want a thing well done, don't do it yourself unless you know how.



There are three reasons why gals wear sweaters—and one of 'em is to keep 'em warm.



Nope, it ain't tight shoes that makes me mean—I was naturally born that way.



The world is full of willing people: some willing to work, the rest willing to let them.



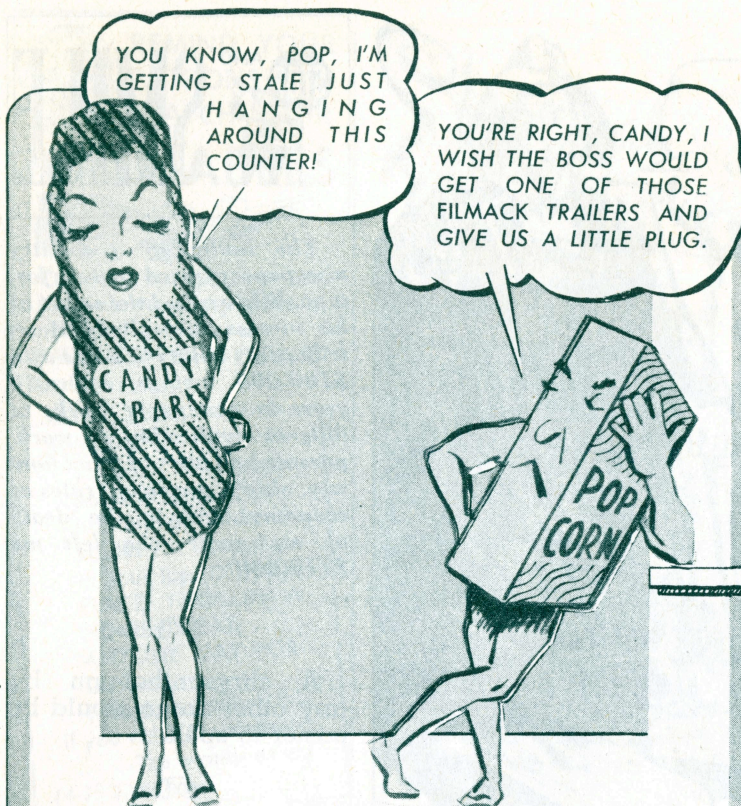
When a girl knows all the answers she ought to marry a man who doesn't ask any questions.



Optimist: When is the best time to marry?

Pessimist: If you are young, not yet; if you are old, never.

Available From FILMACK On Every Feature Picture



Maybe you haven't any complaint about your candy and popcorn sales . . . but, this is just to remind you that if your candy counter could stand a shot in the arm, one of these trailers will do it!

WIN A FREE PASS TO THIS THEATRE!

Many of the delicious boxes of POPCORN on sale in our lobby contain FREE PASSES to this theatre. Buy a box of POPCORN today . . . it's fresh, healthful and may bring you luck! (4-26 \$3.25)

French Fried POPCORN is fresh and crisp . . . coated with melted butter.

It's a delicious confection to enjoy with the show. Buy a box of French Fried Popcorn on sale in our lobby. (4-27 \$2.75)

It's FRESH . . . it's DELICIOUS . . . for all the family!

A "TAKE HOME" BOX OF CRUNCHY POPCORN.

Only 10c on sale in our lobby. Take one home with you . . . A BIG BARGAIN BOX . . . packed with goodness.

(4-28 \$3.00)

A tasty snack adds FUN to show-going!

Get a taste-treat at our CANDY counter in the lobby.

All our confections are carefully selected . . . Top quality . . . and always FRESH!

Make your selection NOW! (4-29 \$3.00)

Scissored Wisdom

A man is poor not because he has nothing, but because he does nothing.



A sensible son is a joy to his father, but a senseless son is a grief to his mother.



One gives away and still he grows the richer; another keeps what he should give, and is the poorer.



Worry weighs a man down; a kind word cheers him up.



WORDS OF WISDOM: It's true that "Anger is the wind that blows out the lamp of the mind," and "Suspicion is like a pair of dark glasses . . . it makes all the world look dark." But on the other hand, "Pleasant words are as honeycomb . . . sweet to the soul and health to the bones," and "Politeness is like an air cushion . . . there may be nothing in it, but it eases the jolt."



HUNDREDS OF PRESS AGENTS AT A DOLLAR A DAY!

This little gimmick is catching on all over the country . . . we know from the orders that come in. It's like having press agents all over town selling your theatre and show every time the phone rings!

Could you use some extra money? OKay, let's play a little game.

WHEN YOUR PHONE RINGS DON'T ANSWER HELLO . . . ANSWER WITH GO TO THE (NAME THEATRE) AND SEE (Whatever is playing that day) AND WIN THE JACKPOT!

Every day we will call a phone number from the local directory. If we get the required answer, the alert citizen wins the jackpot. If the person forgets himself and just answers "hello," then the jackpot is increased by \$1.00. When the approved answer is received, the jackpot is paid and we start again with \$1.00. Remember to answer your telephone by saying

"GO TO THE (NAME THEATRE) AND SEE . . . AND WIN THE JACKPOT!"

Order this trailer from FILMACK Now . . . or write your own copy.

1327 S. Wabash Ave.
Chicago (5) Illinois

FILMACK

1574 W. Washington
Los Angeles (7) Calif.

(4-30
13c a word

Oh Brother!

The bachelor owner of a Middle West store was in New York on a buying trip, says True, and coming down in the hotel elevator with him was an extremely beautiful and well-groomed woman. He looked at her, admiringly, and when she glanced at him, both smiled.

They walked side by side through the lobby to the sidewalk, where both stopped and he made some remark such as: "Isn't it a magnificent day?"

She shook her head and replied in a language he couldn't even recognize, and both laughed. He pointed to a cab at the curb and in sign language suggested they take a drive and she nodded assent.

After several hours, talking in sign language, he pulled out his notebook and drew a sketch of a table with dishes and a wine bottle and motioned that he would like to have dinner with her.

"We had a swell dinner," he mentioned.

After they'd finished with coffee, they watched some young, limber, and well developed, blonde girls dance.

"Then she wanted my notebook and pencil and drew a pretty good sketch of a four-poster bed.

"I wonder how she guessed I was in the furniture business."

IT WAS SUCH A NICE THEATRE, TOO!

This is a Post Mortem! BUT . . . like so many post mortems . . . SO WHAT? It's all over now. Sure it WAS a nice theatre, but some moron burned it to the ground with a carelessly dropped match. Oh, sure, he's in jail . . . but again, so what? There are plenty more like him around!

PROTECT

your theatre and your PATRONS with

FILMACK

NO SMOKING

TRAILERS

PLEASE DO NOT Light Your Cigarettes Until You Have Departed From the Theatre Auditorium.

It is unlawful to SMOKE inside of Theatres. Thank You. The Management (4-31 \$2.25)

For the safety of all . . . There will be NO SMOKING ALLOWED in this theatre.

Help us avoid serious trouble and possible tragedy . . . DON'T SMOKE in this theatre. (4-32 \$2.25)

To Our Patrons

Under the State Fire and Insurance Laws, SMOKING or standing in or at the head of aisles is positively prohibited.

For our sake and your safety . . . PLEASE HELP US COMPLY WITH THESE REGULATIONS. (4-33 \$3.00)

DON'T LIGHT THAT CIGARETTE!

Every time you light a cigarette in a crowded place you not only endanger your life but hundreds of others . . .

Be smart . . . use your head before striking a match to light up . . . and you will be doing your part for safety. (4-34 \$3.75)



The Editor of a country newspaper retired with a fortune. When asked the secret of his success he replied: "I attribute my ability to retire with \$100,000 savings, after 30 years in newspaper work, to diligent application to work, pursuing a policy of strict honesty, always practicing rules of economy, and to the death of my uncle who left me \$110,000.

A chrysanthemum by any other name would be easier to spell.

The first sign of a little boy's growing up comes when he refuses to be seen in the ladies rest room . . .

If you can't stand solitude, maybe you bore others too.

To be happy with a man you must understand him a lot and love him a little. To be happy with a woman you must love her a lot and not try to understand her at all.

Student: I hear the Board of Trustees is trying to stop necking.

Second Student: That so? First thing you know they'll be trying to make the students stop, too.

"I'd rather kill a woman once than be obliged to kill a man every week."—Answer of a defendant in southern courtroom when judge asked why he had killed his wife instead of her lover.

FILMACK MAKES New York Debut

Yes, our New York City Branch at 245 WEST 55TH STREET is now in full swing and ready to serve you.

Send your next special announcement trailer order to Filmack . . . and see why exhibitors all over the country get their trailers from us.

NEW YORK
PHONE
PLAZA
7-3809

NEW YORK
245 WEST
55 STREET

FILMACK
1327 S. Wabash, Chicago

Los Angeles
1574 W. Wash-
ington St.

ORDER FROM FILMACK NOW!

REMINDE YOUR PATRONS TO WATCH THEIR VALUABLES

Protect your patrons and keep down complaints by using one of these "WATCH YOUR PURSE" trailers.

Ladies!

To avoid the loss or possible theft of your pocketbook and valuables . . . keep them in your lap. DO NOT PLACE THEM IN A NEARBY SEAT . . . ANYONE MAY FORGET!

Please remember this if you value it's contents.
The Management
(4-35 \$3.00)

FOR YOUR PROTECTION.

Please do not leave your purse or parcels on the empty seat next to you. Your co-operation will lessen the chances of their being lost.
The Management
(4-36 \$2.50)

To be sure none of your valuables are mislaid . . . Please take advantage of our check room service . . . Any attendant will direct you!
(4-37 \$2.00)



"You should have known better than to serve those film people diced carrots."

National Baby Week

Tie in your newspaper . . . Tie in your local photographer . . . tie in your merchants and put on a ticket-selling

APRIL 25 TO MAY 1

BABY CONTEST

Get your merchants to furnish the prizes from a year's supply of milk free to a new outfit for the winner. **HOLD THE FINALS ON YOUR STAGE** and bring in all of Junior's family, relatives and friends.

These suggested trailers will launch your campaign.



Have you (Your Town's) MOST BEAUTIFUL BABY?

You have? Then enter your darling in our BEAUTIFUL BABY CONTEST Now.

We've seen some mighty proud looking Mom's and Dad's around town . . . here's your chance to win local fame and valuable PRIZES for Baby.

Bring your baby's picture to this theatre where it will be numbered and displayed. Each patron receives a ballot containing all numbers. After voting, ballots are deposited in box in the Lobby.

Ballots good for one vote can be obtained from cashier with each adult admission, and from these leading merchants. (List).

Ten finalists will be selected in this manner and the finals will be held **ON OUR STAGE** (Date and Time) Prizes include . . . (List)

Watch this screen for further details.

(4-38 13c a word)

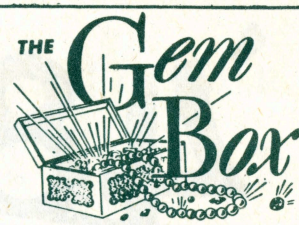
Announcing the
(Newspaper's Name)
and
(Theatre's Name)

BABY CONTEST

Enter your baby's picture NOW. It will be displayed in the Lobby for judging!

All patrons attending the theatre are entitled to vote for their FAVORITE BABY. Official ballots will be found daily in the (Newspaper). The baby receiving the most votes will be declared BABY (Your town) of 1948 and will receive (Number) wonderful prizes contributed by the following merchants: (List)

See Lobby display for details. (4-39 13c a word)



His fingers strayed over the keyboard, night to the close of day. The sound of his making brought reverie and longings for one far away.

His fingers strayed idly and slowly. Came dreams of her young face so fair,

Her sweet lips and peach-like complexion, her blue eyes and fair shining hair.

He longed for the hour of their meeting, mourned for the time she had stayed—

For his typist was on her vacation, and of course all his work was delayed.



I just can't stand the optimist,

With happiness he bubbles;

He always sees the brighter side—

Of other people's troubles.



"Will you marry me?"

"No."

And they lived happily ever



Marriage vows might be a trifle more accurate if the phrase were changed to read, "Until DEBT do us part."



She took me in the bedroom

And laid me on the bed, "Just a wee bit tight,"

Was all her mother said.

And now I'm at the party Holding her still tight,

'Cause I'm the pretty formal

She tried on last night.

48 Election Year

AND WHAT A HONEY OF A YEAR
TO CASH IN ON CITY-COUNTY
AND STATE ELECTIONS . . .

**SELL
SCREEN ADS
TO THE
CANDIDATES
ON EITHER OF THESE
2
POLITICAL
PLANS**

STYLE 2 TITLE and TALK

This is exactly the same type of trailer described above . . . PLUS an off-stage voice of 25 words that delivers your message as you are looking at the title and picture. The voice speaks the candidates' pledge or any copy he wants. As a suggestion:

"Ladies and gentlemen . . . John Doe is the people's choice . . . his record speaks for itself . . . make him (Your town) next Mayor on Election Day."

The cost of this title and talking trailer is \$8.75. Be sure to send PHOTO, COPY and MESSAGE with your order. Additional wording over and above amount will be charged proportionately.

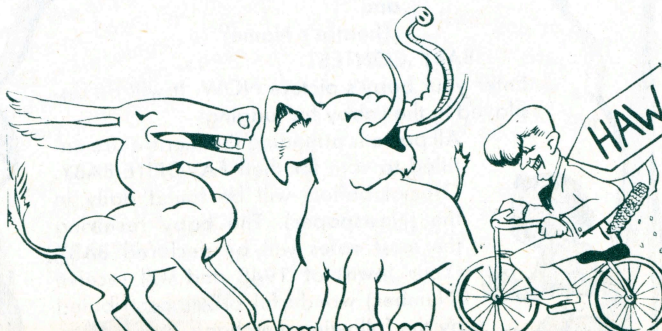
IMPORTANT: Please indicate correct pronunciation of candidate's name.

STYLE 1 TITLE and MUSIC

Shows actual photograph of candidate with patriotic background and fully synchronized with appropriate music. \$4.50. Copy limited to 20 words.



Filmack can make any kind of Political Trailer, from a simple one-card announcement to a motion picture of the candidate making his speech. Prices gladly quoted on request.



Blonde: "My boy friend is a gangster in an underwear factory."

Brunet: "A gangster in an underwear factory?"

Blonde: "Yes, he's a boss of the undie-world."



First Co-ed: Why so angry?

Second Co-ed: You told me that Billy was a gentleman!

First Co-ed: And he wasn't?

Second Co-ed: He was.



She: I've got the most awful headache. My head's simply splitting.

He: Well, shut your mouth.



Deedle: I can't keep my date tonight.

Doodle: What's the trouble?

Deedle: Well, if I kiss Rose, I'll give her Marie's cold.



"As an act of friendship, darling, I must tell you that I just saw Mabel lunching with your husband again."

"Thanks, angel. I do hope it won't come to the ears of his secretary; she's so jealous."



Athlete: You know, it took me four years to make the team.

Girl: Huh, I did it in one week-end.



"My ancestors came over on the Mayflower."

"It's lucky they did. The immigration laws are a little stricter now."

START SELLING THE CANDIDATES NOW!



APRIL 12 to 18 IS **NATIONAL SUNDAY SCHOOL WEEK**

You and your screen contribute much to the background of the youth of America. They are impressed with the glamour of your theatre and are more likely to react to a word from you than anyone else. If you suggest Junior go to Sunday School, he's very likely to. Here is a **SPECIAL TRAILER** addressed directly to the children! Try it and create **GOOD WILL** with their parents.

Boys and Girls

Next week is
NATIONAL SUNDAY SCHOOL WEEK
 If you haven't been attending regularly, now is a good time to start.

Please Mother and Dad and go to the Sunday School of your faith next Sunday and get the habit.
 (4-40 \$4.60)

OTHER CHURCH TRAILERS

The churches of our community hold out a hand of welcome to you . . .

They cordially invite you and your family to attend their services . . .

And if you are lonely, or a visitor in town . . .

Make it a point to
**GO TO CHURCH ON
 SUNDAY**
 (4-41 \$3.75)

**THE CHURCH IS
 YOUR SANCTUARY!**

When your heart is troubled and your mind is not at rest, you can find peace and comfort in the spiritual atmosphere of your church.

**GO TO CHURCH THIS
 SUNDAY . . . and
 every Sunday.** (4-42 \$3.25)



HE CUT THE TIME IN HALF

He's a West Coast exhibitor! He switched to **FILMACK'S LAB.** He got his trailers in half the time!

Our Los Angeles office is in full swing and geared to handle anything in the way of
SPECIAL TRAILERS

**LOS ANGELES
 TELEPHONE
 ROCHESTER
 4220**

So, you lads beyond the Rockies, send your orders to our L. A. Studio and be assured of the fastest possible service from . . .

1327 S. Wabash
 Chicago, Ill.

Filmack

1574 W. Washington
 Los Angeles, Calif.

USE THIS ORDER FORM

1327 S. Wabash Ave.
 Chicago (5) Illinois

Filmack

1574 W. Washington
 Los Angeles (7) Calif.

Please send me the following Trailers:

Manager _____

Theatre _____

City _____

State _____

To assure us the maximum amount of time in which to prepare your trailer, fill in the date you will start showing your trailer here



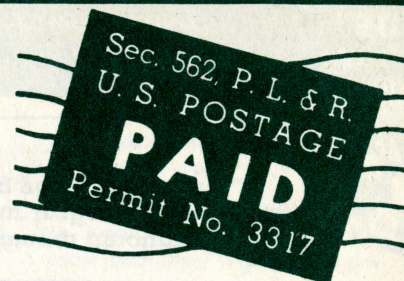
Save C O.D. Charges
 by enclosing check with order.

**MINIMUM
 ORDER
 \$1.50**

RETURN POSTAGE GUARANTEED

Filmack Trailer Co

1327 SOUTH WABASH AVE.,
CHICAGO 5, ILLINOIS



Woodford Theatre,
Eureka,
Ill.

A LOAFER Is The
Man Who Is Usu-
ally Busy Keeping
Someone Else From
Working...



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